

REMARKS/ARGUMENTS

Applicant appreciates the Examiner's continued thorough search and examination of the present patent application.

Claims 2, 11, 12, 15, 16, 18, 20, 29, 30-32, 34, 39, 56, 57, 65, 66, 69, 70, 71, 74-78 have been amended. Claims 1, 55 and 79-81 are canceled and new claims 82-84 are added. No new matter has been added.

Claims 1-16, 20, 24, 28-32, 34, 39, 40, 55-69 and 71-81 are rejected under 35 U.S.C. §103(a) as being unpatentable over Greening ("Greening," U.S. Patent Application Publication No. US 2001/0013009) in view of Harvey ("Harvey," U.S. Patent Application Publication No. US 2002/0059379). Furthermore, claims 18 and 70 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Greening in view of Harvey in view of Goldstein ("Goldstein," U.S. Patent Application Publication No. US2001/0032115) in view of Masi ("Masi," U.S. Patent No. 6,105,001).

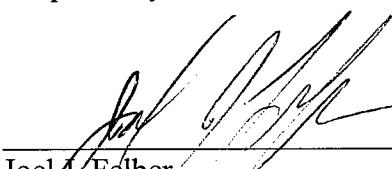
Applicant respectfully submits that the changes to the claims effectively overcome the Examiner's rejections under 35 U.S.C. §103(a). For example, Greening and Harvey do not teach or suggest, either alone or in combination, "performing a first search of [an] electronic architecture" in response to a request by the searcher for a first search result, "providing the first search result to the searcher" and, thereafter, "performing a second search of the electronic architecture for a second search result, wherein the second search retrieves preference information from at least one ... [member] that corresponds to ... brand information and further corresponds to ... at least one personal trait or the at least one good or service defined in the search criteria," and "providing the second search result to the searcher."

Claims 2-78 depend directly or indirectly from claims 82, 83 or 84, respectively, and are patentable for the same reasons as well as because of the combination of features in those claims with the features set forth in the claim(s) from which they depend.

For the reasons set forth above, applicant respectfully submit that this application is in condition for allowance, for which action is earnestly solicited.

**THIS CORRESPONDENCE IS BEING
SUBMITTED ELECTRONICALLY THROUGH
THE PATENT AND TRADEMARK OFFICE
EFS FILING SYSTEM ON November 22, 2006.**

Respectfully submitted,



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